

# KOHL'S<sup>®</sup>

## Kohl's brand guidelines

VENDOR CASTING DIVERSITY EXPECTATIONS

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Revised March 2024

# manifesto

Our purpose is to **inspire** and **empower** families to lead fulfilled lives. In fact, one of the reasons we created the **Greatness Agenda** was to address the changing needs and expectations of the families we serve, because families themselves are changing, bringing with them **diverse** cultures, backgrounds, lifestyles, and **experiences**.

Living up to our purpose means we not only accommodate those differences but **celebrate** them. One of the most important insights of our new brand initiative, **Rewarding the Everyday**, is that our customers don't want to be overlooked. Being **recognized** and acknowledged is key to living a fulfilled life. That's why **Diversity & Inclusion** is not just a box to check but rather an essential part of our **purpose**.

One of the ways we deliver on that purpose is to create an environment that is inviting and **inclusive**. To our customers, our casting is literally the face of the brand. Customers **connect** with a brand when they can see themselves interacting with it. And that's the key: they need to see **themselves**.

They need to see their ethnicity, their age, their lifestyle, their size, their **unique** needs.

Because **diversity** isn't just skin-deep. It's about more than how you look. It's about how you **live** and whom you **love**. It's about presenting your true self, your **authentic** self, without fear or discomfort or retouching. Diversity in casting is not a rote exercise in numbers or quotas; it's a deliberate, thoughtful, **proactive** approach to telling the stories of our customers' lives and creating an authentic **environment** where every customer feels rewarded and included.

**EVERY. SINGLE. DAY.**

inspire

empower

diverse

experiences

celebrate

recognized

purpose

inclusive

connect

themselves

authentic

environment

# our goal – diversity in casting

**To accomplish our purpose to inspire and empower families to lead fulfilled lives we need to be deliberate + pronounced in our casting choices.**

**In order to do this our casting needs to be:**

- Representative of ethnic diversity
- Representative of diversity of size
- Representative of diversity of age
- Representative of multi-ethnic, multi-generational and inclusive of all diverse families
- Representative of special needs and disabilities



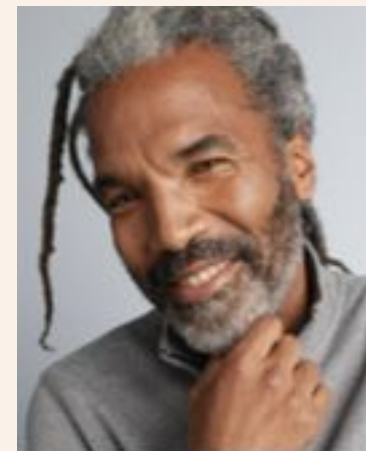
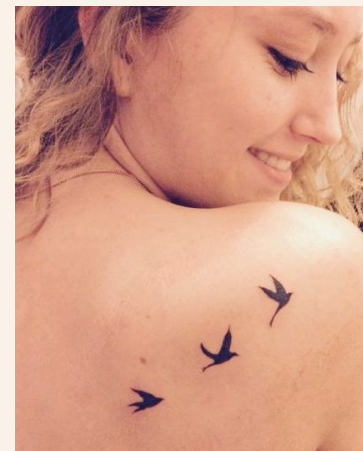
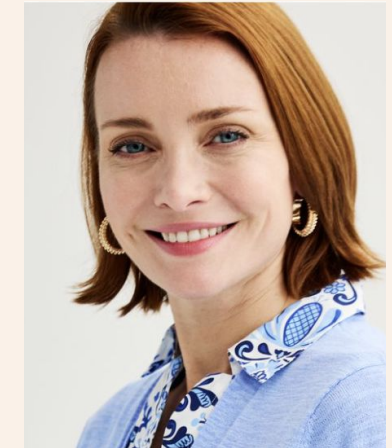
# diversity overview

## \*\*Casting Diversity Focus:

Inclusive of

- Ethnic diversity
- Family diversity
- Age diversity
- Body diversity
- Special needs
- Individuality

\*\* While this represents our *overarching* goal, we understand that due to the size of individual collections, it may not be possible to achieve our complete diversity goal on a per production basis.





# black, hispanic, caucasian, asian, multi-ethnic

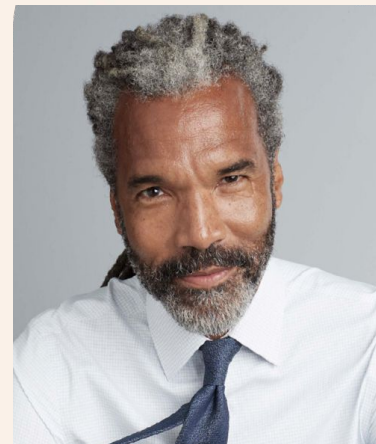




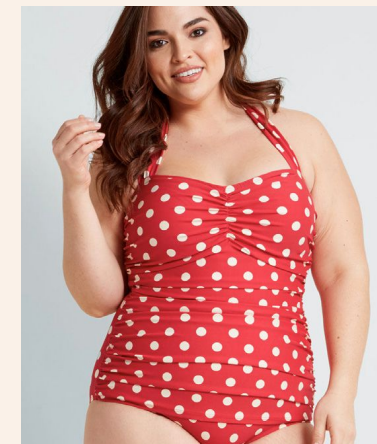
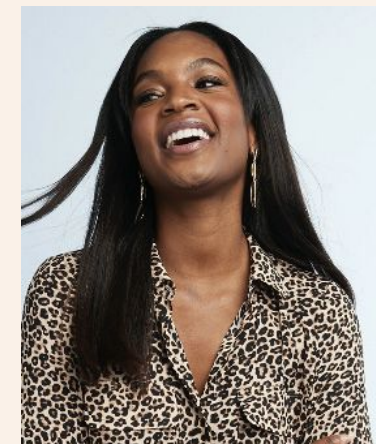
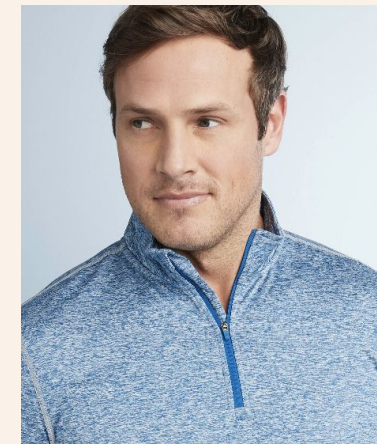
# family diversity



# age diversity



# body diversity

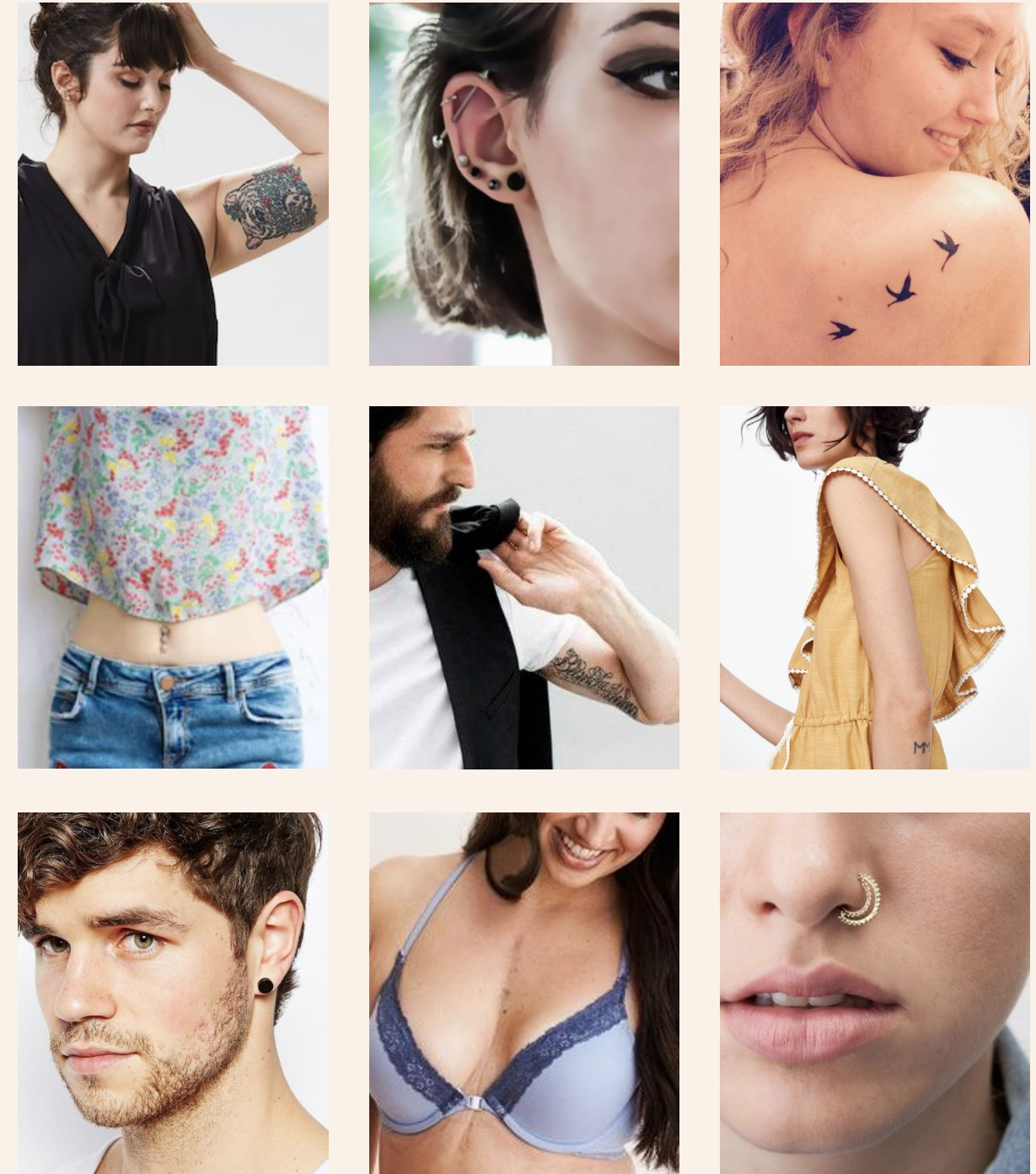




# adaptive clothing and individual needs



# individuality



Your true self, your authentic self, without retouching.  
Inclusive of birthmarks, scars, tattoos & piercings.

# Vendor Guidelines - FAQ's & Process



# FAQs

**QUESTION:** Do we need to provide Kohl's the model's ethnicity, age, size, etc.?

**ANSWER:** No, not at this time. We are looking into if this data could be valuable in the future.

**QUESTION:** Do I need to show diversity in every single asset and video?

**ANSWER:** No, but you should have a diverse representation of all ethnicities across your entire product assortment.

**QUESTION:** What if I am not able to be inclusive of all Casting Diversity Expectations?

**ANSWER:** While we want to be inclusive of all of our customers, we understand that it may not be possible to represent them all within a single production shoot. We encourage you to have representation of all customers across your entire product offering, not just on a per production basis.

**QUESTION:** Do I still have to show age diversity if the product is intended for a specific age group?

**ANSWER:** No, age casting choices should be representative of the product end user.

**QUESTION:** How soon do we need to implement the Casting Diversity Expectations?

**ANSWER:** As soon as possible.

**QUESTION:** What if I already shot images that do not align to the Casting Diversity Expectations. Do I need to reshoot them?

**ANSWER:** No, we will not reject images that have already been shot. We do expect the next round of submitted images will align with the Casting Diversity Expectations.

**QUESTION:** Is this only for go forward product? What about product that will be online for the next six months?

**ANSWER:** If you do not have a representation of all customers across your entire product offering, then we would ask you to consider reshooting assets for products that will be online for at least the next six months.

**QUESTION:** Are there different casting guidelines for Kohl's Private and Exclusive Brands?

**ANSWER:** No, we will expect Kohl's Private and Exclusive Brands to also represent diversity in casting. In addition, models should be cast in accordance with Brand Profiles available from your Product Development partners.



# casting diversity expectations next steps

Kohl's tells the stories of our customers' lives by creating an **authentic environment**, where every customer feels **rewarded and included**. The individuals captured within our images **represent our customers**. We invite you to **celebrate all of our customers** by having a **diverse** representation of models featured in the omni product photography and video assets that you submit for Kohls.com.

## NEXT STEPS:

1. Review current omni photography and video assets. Identify changes needed to ensure you are deliberate and pronounced in your casting choices.
2. Casting choices should be representative of:
  - Ethnic Diversity
  - Diversity of Size
  - Diversity of Age
  - Multi-ethnic, multi-generational and inclusive of all diverse families
  - Special needs and disabilities
3. Implement casting choices and submit photography and video assets through the standard upload process pending your media: OMNI, ISM & or Brands.